

IN THE CLAIMS:

1-2. (Canceled)

3. (Currently Amended) The method as recited in claim [[1]] 35, wherein reading the product identification token comprises optically scanning the product identification token.

4. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product identification token is a radio frequency identification tag and reading the product identification token comprises reading the radio frequency identification tag.

5. (Currently Amended) The method as recited in claim [[1]] 35, further comprising:
receiving additional information entered by the user;
adding the additional information entered by the user to the product evaluation form; and
sending the product evaluation form to a requester, wherein the product evaluation form contains the receipt purchase information and the additional information entered by the user.

6. (Currently Amended) The method as recited in claim [[1]] 35, further comprising:
receiving user input corresponding to requested information on the product evaluation form.

7. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product evaluation form is a product registration form.

8. (Currently Amended) The method as recited in claim [[1]] 35, wherein retrieving the product evaluation form comprises retrieving the product evaluation form from a web site.

9. (Currently Amended) The method as recited in claim [[1]] 35, further comprising:
providing a reward to the user upon completion of the product evaluation form.

10. (Original) The method as recited in claim 9, wherein the reward includes at least one of a coupon, a discount on a product, cash, frequent flyer mileage, credits towards goods, and credits towards services.

11. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product evaluation form includes a set of questions.

12. (Currently Amended) The method as recited in claim [[1]] 35, wherein the receipt purchase information includes at least one of a purchase location, a purchase price, an identity of a store from which the product was purchased, an identity of the purchaser, and demographic information about the purchaser.

13. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product identification token identifies the product and identifying a location from which a product evaluation form may be retrieved comprises retrieving the location from a database containing product identifications and associated locations from which a product evaluation form associated with the product may be retrieved.

14. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product identification token is a universal product code.

15. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product identification token is a bar code.

16. (Currently Amended) The method as recited in claim [[1]] 35, wherein the product identification token associated with the product is located on the product.

17-18. (Canceled)

19. (Currently Amended) The system as recited in claim [[17]] 36, further comprising:

- a receiving unit which receives additional information entered by the user;
- an adding unit which adds the additional information entered by the user to the product evaluation form; and
- a transmitter which sends the product evaluation form to a requester, wherein the product evaluation form contains the receipt purchase information and the additional information entered by the user.

20. (Currently Amended) The system as recited in claim [[17]] 36, further comprising:

- a user input device which receives user input corresponding to requested information on the product evaluation form.

21. (Currently Amended) The system as recited in claim [[17]] 36, wherein the product evaluation form is a web page retrieved by the system over the Internet.

22. (Currently Amended) The system as recited in claim [[17]] 36, wherein the system is implemented as one of a desktop computer, a point of sale kiosk, a point of use kiosk, a personal digital assistant, a wireless telephone, and a laptop computer.

23. (Currently Amended) The system as recited in claim [[17]] 36, wherein the product identification token identifies the product and further comprising:

- a translation unit which associates a location from which the product evaluation form may be retrieved with the identified product.

24. (Currently Amended) The system as recited in claim [[17]] 36, wherein the reader is an optical scanner.

25. (Currently Amended) The system as recited in claim ~~[[17]]~~ 36, wherein the reader is a radio frequency identification tag reader.

26. (Currently Amended) The system as recited in claim ~~[[17]]~~ 36, wherein the product identification token associated with the product is located on the product.

27-28. (Canceled)

29. (Currently Amended) The computer program product as recited in claim ~~[[27]]~~ 37, further comprising:

sixth instructions for receiving additional information entered by the user;

seventh instructions for adding the additional information entered by the user to the product evaluation form; and

eighth instructions for sending the product evaluation form to a requester, wherein the product evaluation form contains the receipt purchase information and the additional information entered by the user.

30. (Currently Amended) The computer program product as recited in claim ~~[[27]]~~ 37, further comprising:

sixth instructions for receiving user input corresponding to requested information on the product evaluation form.

31. (Currently Amended) The computer program product as recited in claim ~~[[27]]~~ 37, further comprising:

sixth instructions for providing a reward to the user upon completion of the product evaluation form.

32. (Currently Amended) The computer program product as recited in claim ~~[[27]]~~ 37, wherein reading a product identification token comprises optically scanning the product identification token.

33. (Currently Amended) The computer program product as recited in claim ~~[[27]]~~37, wherein the product identification token is a radio frequency identification tag and reading the product identification token comprises reading the radio frequency identification tag.

34. (Currently Amended) The computer program product as recited in claim ~~[[27]]~~37, wherein the product identification token associated with the product is located on the product.

35. (Currently Amended) A method in a data processing system for evaluating a product, the method comprising:

reading a product identification token associated with the product wherein the product identification token identifies a location from which a product evaluation form may be retrieved;

retrieving the product evaluation form associated with the product using the product identification token;

presenting the product evaluation form to a user;

reading a receipt identification token on a receipt corresponding to the product, wherein the receipt identification token provides receipt purchase information; and

entering the receipt purchase information into the product evaluation form ~~The method as recited in claim 1,~~ wherein the product evaluation form is an electronic form and entering the receipt purchase information further comprises automatically populating fields in the electronic form with the receipt purchase information.

36. (Currently Amended) A system for evaluating a product, the system comprising:

a reader which reads a product identification token associated with the product wherein the product identification token identifies a location from which a product evaluation form may be retrieved;

a retrieval unit which retrieves the product evaluation form associated with the product using the product identification token;

a presentation unit which presents the product evaluation form to a user;
wherein the reader reads a receipt identification token on a receipt corresponding
to the product, wherein the receipt identification token provides receipt purchase
information; and

an entry unit which enters the receipt purchase information into the product
evaluation form ~~The system as recited in claim 17,~~ wherein the product evaluation form
is an electronic form and entering the receipt purchase information further comprises
means for automatically populating fields in the electronic form with the receipt purchase
information.

37. (Currently Amended) A computer program product in a computer readable media
for use in a data processing system for evaluating a product, the computer program
product comprising:

first instructions for reading a product identification token associated with the
product wherein the product identification token identifies a location from which a
product evaluation form may be retrieved;

second instructions for retrieving the product evaluation form associated with the
product using the product identification token;

third instructions for presenting the product evaluation form to a user;

fourth instructions for reading a receipt identification token on a receipt
corresponding to the product, wherein the receipt identification token provides receipt
purchase information; and

fifth instructions for entering the receipt purchase information into the product
evaluation form ~~The computer program product as recited in claim 27,~~ wherein the
product evaluation form is an electronic form and entering the receipt purchase
information further comprises instructions for automatically populating fields in the
electronic form with the receipt purchase information.